

Discovery and use of Commerce data from a small business perspective

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- What types of products does this small business provide?
- Where does Commerce data fit in?
- How does Commerce data help our product?
- How have Commerce's data access tools made a difference for our company?
...for example, what difference has CitySDK made?



Using Commerce Data:

- **Issue**
- **Action**
- **Impact**

Using CitySDK:

- **Issue**
- **Action**
- **Impact**



What Arjuna Delivers to Help Clients Grow...

Predictive Lead Prioritization

Prediction: Rank of all leads in order of how likely they are predicted to convert.
Goal: Increase conversion rates with fewer resources by targeting leads in order of how likely they are to convert.

Predictive Marketing Characteristics

Prediction: How and/or what to ask of consumers/donors in a direct marketing campaign
Goal: Get more \$ from your constituents by knowing how to ask.

What hinders Arjuna from making predictions?

Clients don't have enough data about their contacts!



We use Census and other data to get more information about our Clients' contacts

Adding Census Data

Process: Connect the world of Census data to our clients' datasets through each individual's zip code

Goal: Create enough data points to make a prediction about contacts



Sample Dataset	Using Census Data	# Total Contacts	# Contacts with Predictions
Client1	NO	102,434	31,238
Client1	YES	102,434	99,665

Incremental Predictions Made: 68,427
% Increase of people with predictions: **219%**

What does this mean for Arjuna?

We are able to service a wider range of clients, taking customers who otherwise would've gotten poor results because their internal data was limited.

What does this mean for Arjuna's clients?

They are able to make informed marketing decisions about more contacts.



Manual Collection of Data

To maintain our Census Data library, our team would download files from different sources/sites and consolidate this data internally.

Manual Use of Data

To service our clients, our team would manually ensure that this data was included properly in our predictions processing.

Manual work had hindered Arjuna from
scaling and serving more clients



Use CitySDK to automate intake of current Census Data

Fully automated integration of Census Data

CitySDK automatically feeds our analytics platform with census data

Selection of fields (or “data packages”) through Arjuna’s admin portal

Arjuna has built a custom interface for integrating data on top of CitySDK

- Custom groupings of fields for each client
- Cleanse / populate topics and subtopics where citySDK data is sparse

Habitat For Humanity Data Inputs:

Active Sources

mailchimp: Action ▾

facebook: Action ▾

Custom Sources

CRM: Actions ▾

+ Census Data!

Zip Tables

- ☒ Standard_Zip_Fields
- ☐ Income
- ☐ Diversity
- ☐ Education
- ☐ Health
- ☐ WorkForce

Save



What does this mean for Arjuna?

- With increased automation, we are able to scale.
- With a simple web interface developed for our use of CitySDK, our team is able to free technical resources for other projects.

What does this mean for our Arjuna's clients?

- Our clients pay less for our services.
- Our clients have access to the wealth of data CitySDK provides.



What difference does a package like CitySDK make for a small business?

*especially a **new** business*

- Consolidation
- Automation

Before:

Our team would download files from different sources as we happened to discover them, and aggregate them in a manually managed csv for input to our system.

With CitySDK:

Fully automated integration of Census Data

Selection of fields / “data packages” through Arjuna’s admin portal

A close-up photograph of a person's hand with a light skin tone pointing their index finger at a tablet. The tablet screen shows a business dashboard with a bar chart and a line graph. The background is slightly blurred, focusing on the hand and the screen. The overall tone is professional and tech-oriented.

Arjuna Solutions'
Persanalytix®

Discovery and use of Commerce data from a ^{very} small business perspective

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